


Raksha Mishra

MBA '25 (SMS, MNNIT Allahabad)


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 Female

 Kanpur, Uttar Pradesh

 20/April/1996 (D.O.B)

CAREER OBJECTIVE

Results-driven Senior Content Consultant with a proven record at ATOZLEARN Edu-Tech Private Limited. Skilled in establishing effective communication channels between customer support and development teams, and extracting actionable insights from complex datasets to support data-driven decision-making. Adept at leveraging data analysis, financial modeling, and market analysis to optimize performance, improve operational efficiency, and enhance customer experience. Seeking a challenging role to apply my expertise in data analysis and strategic planning to drive business growth and operational excellence.

EDUCATION

2023 - Present	Motilal Nehru National Institute of Technology-Allahabad (Prayagraj) Masters of Business Administration	89.5%
2018-2021	Pranveer Singh Institute of Technology, Kanpur Bachelor of Technology(Computer Science and Engineering)	72.3%
2017-2018	Senior Secondary Education MAHARISHI VIDYA MANDIR, KANPUR	67.4%
2014-2015	Secondary Education MAHARISHI VIDYA MANDIR, KANPUR	77.6%

EXPERIENCE

(36 Months)

July 2022-
June 2023

ATOZLEARN EDUTECH PRIVATE LIMITED.
(Senior Content Consultant Developer)

- Reducing the resolution time an average TAT of 4 days to 36 hours to Boost the NPS
Developed a streamlined communication channel between the customer and the development team ensuring faster resolution of issues.
- Extract actionable insights from complex datasets, enabling better decision-making across multiple teams.
- Foster data-driven decision-making across teams.
- Translate data into clear, compelling narratives for consumers.
- Strategic project planning and execution.
- Data-driven analysis and decision-making.

Methods: Data analysis & visualization, Market analysis and Sales modeling.

Results: Data-driven consultant optimizing business performance and customer experience through trend analysis and resource allocation Improved efficiency, reduced costs and increased productivity.

INTERNSHIP AND TRAINING

June 2024 –
July 2024
(2 months)

Simplereed Edtech Solutions

(Marketing Intern)

- Assisted in the development and implementation of Sales strategies and campaigns, contributing to the growth of brand awareness and customer engagement.
 - Conducted market research to identify trends and opportunities, enabling data-driven decisions and strategic adjustments.
 - Managed social media platforms by creating engaging content, resulting in increased follower engagement and brand visibility.
 - Collaborated on the creation of Sales materials such as brochures, flyers, and newsletters, supporting promotional efforts and brand consistency.
- Supported the Sales team with various administrative tasks, ensuring smooth operations and timely project delivery.

PROJECTS

Sep 2017 –
Jan 2018

An efficient method of AES-DES

(Design and Documentation)

- Developed and deployed a secure AES-DES encryption scheme for electrical data using advanced cryptographic techniques.
- Created a hybrid AES-DES encryption solution balancing modern security and performance.
- Combined AES and DES for a multi-layered encryption approach, enhancing data protection and attack resilience.

AWARDS & ACHIEVEMENTS

- Achieved the title of best intern in the Simplereed policy formulation competition by presenting a unique policy framework that received positive feedback from industry experts and influenced long-term strategic planning.
- Successfully Achieved 2nd rank in Da-Vinci event in EFFULEGENCE'15- A National level Technical fest.

EXTRA CURRICULAR

- Competed in a music event at Ignitia.
- Event Coordinator of Ignitia at PSIT KANPUR.

CERTIFICATIONS

- Business Analytics for Management Decision certificate from IIT Kharagpur.
- Fundamentals of Digital Marketing, Udemy.
- Data Analytics Essentials, Cisco Networking Academy.
- Data Analysis in SPSS, Udemy.

SKILLS

- MS- Excel
- Digital Marketing
- Policy formulation
- Negotiation Skill
- MS PowerPoint
- SQL
- Communication Skill
- Tableau/Power BI
- Python/R
- SPSS

HOBBY

- Reading-Self Improvement Book
- Playing with Guitar
- Sun Salutation
- Café Hopping

LANGUAGES

- English (Read, Write, Speak)
- Hindi (Read, Write, Speak)

I hereby declare that the information given above is correct to the best of my knowledge.

Date: 09/09/2024

Place: Prayagraj

RAKSHA MISHRA